

Eight Reasons to Install Caroline Sorensen as Your Staff Writer/Editor

It's time to upgrade your Staff Writer. How do you know which one is right for your team? Caroline Sorensen, in cooperation with Chasing Fireflies, SterlingKlor Communications, Danica Imports, Bookbyte and many others, has done the groundwork for you and a clear winner has emerged.

Keep in mind what you need: a versatile, seasoned Communications Professional who has a wide range of experience in freelance, retail and corporate arenas. An even better choice is an Editor with business acumen who has a history of success in writing and editing projects. In Caroline Sorensen you have all of this and more:

1. Compatible

She works seamlessly with decision makers, development and creative teams and business analysts to determine the most effective strategy for the customer.

2. Easy to Install

She hits the ground running because she is a self-starter experienced in branding and marketing campaigns.

3. Client-Friendly

She is responsive to queries and requests, operates professionally at all times, and consistently acts with integrity.

4. Communicative

She is experienced in effective communications for both B2B and B2C.

5. Produces Results

Her writing grabs your reader's attention — and quick! — resulting in increased click-through rates and sales.

6. Informative

Her landing page copy is direct, informative and actionable.

7. Tested

Her work has proven successful across a wide array of situations and industries.

8. Recommended

She has delighted clients who will offer testimonials.

After considering that Caroline Sorensen has also worked with style guides, created copydecks and run her own copywriting business, she is the clear choice for filling the Staff Writer/Editor role. Writers with her range of skills and experience are a rare breed.

Contact her at playonwords@live.com to start the New Year with her as an integral part of your Marketing and Communications team.